

AMENDMENTSIn the Claims

Please cancel claims 1-11, 23-34, 65-75, and 79-80, and substitute the following amended claims for the pending claims having the same number:

Claim 76. A method of calculating a score for an advertising spot, the method comprising the steps of:

determining a separate value for each exposure of each of a plurality of audience members to the advertising spot using the formula

$$S_b(a) = \sum_{i=1}^{N_a} \left[V_I^n(i) \times \prod_{d=1}^D V_A^d(i) \right] \times V_T(a) \times V_R(a) \div V_C(a) \quad ; \text{ and}$$

summing the exposure values for each of the plurality of audience members to calculate the score for the advertising spot.

Please add the following new claim(s):

Claim 83. A method of calculating a score for an advertising spot, the method comprising the steps of:

determining a separate value for each exposure of each of a plurality of audience members to the advertising spot; and

summing the exposure values for each of the plurality of audience members to calculate the score for the advertising spot using the formula

$$\sum_{i=1}^N \left[V_I^n(i) \times \prod_{d=1}^D V_A^d(i) \right]$$

Claim 84. The method of claim 83 wherein the step of determining a value for each exposure of each of a plurality of audience members to the advertising spot comprises the step of a using a weighted effective frequency method to determine a value for exposing each of a plurality of audience members to the advertising spot.

02 Claim 85. The method of claim 83 wherein the step of determining a value for each exposure of each of a plurality of audience members to the advertising spot comprises the step of a using a time weighted effective frequency method to determine a value for exposing each of a plurality of audience members to the advertising spot.

Claims 86. The method of claim 83 wherein the step of determining a value for each exposure of each of a plurality of audience members to the advertising spot comprises the step of a using predetermined formula to determine a value for each exposure of each of a plurality of audience members to the advertising spot.

Claim 87. The method of claim 86 wherein the step of a using predetermined formula to determine a value for each exposure of each of a plurality of audience members to 8 the advertising spot comprises the step of using the formula

$$S_b(a) = \sum_{i=1}^N \left[V_i^n(i) \times \prod_{d=1}^D V_A^d(i) \right] \times V_T(a) \times V_R(a) \div V_C(a)$$

to determine a value for each exposure of each of a plurality of audience members to the advertising spot.